

PEMILIHAN BENTUK KERJASAMA PERUSAHAAN DAN *THIRD PARTY LOGISTIC* MENGGUNAKAN *ANALYTIC HIERARCHY PROCESS*

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ABSTRAK

Penelitian ini mempunyai tujuan untuk mengetahui prioritas kriteria dan alternatif dalam pemilihan bentuk hubungan kerjasama antara perusahaan pengguna dan perusahaan *third party logistic*. Populasi dalam penelitian ini adalah perusahaan pengguna jasa *third party logistic*. Metode sampling yang digunakan adalah *purposive sampling* karena pada metode AHP mensyaratkan ketergantungan pada sekelompok ahli terkait dengan pengambilan keputusan. Pengumpulan data dilakukan dengan wawancara dan studi literatur untuk mendapatkan kriteria dan alternatif yang kemudian diuji dengan uji validitas dan reliabilitas. Kemudian dibuat kuisioner perbandingan berpasangan untuk mengerahui tingkat kepentingan antar masing-masing variabel kriteria. Pengukuran menggunakan skala perbandingan 1-9 untuk membandingkan tingkat kepentingan masing-masing kriteria dengan alternatif. Pengolahan data menggunakan metode *Analytic Hierarchy Process* dengan bantuan *software Expert Choice 2000™*.

Hasil penelitian menunjukkan bahwa kriteria yang paling berpengaruh pada pemilihan jenis hubungan kerjasama antara perusahaan pengguna dengan perusahaan penyedia jasa TPL adalah kriteria *profit stability/growth* yang menempati prioritas pertama dengan bobot 0,205, diikuti oleh kriteria *mutuality of commitment* sebagai prioritas kedua, *asset/cost efficiency* di prioritas ketiga, *corporate compatibility* dengan di prioritas keempat, kriteria *customer service* di prioritas kelima, prioritas keenam adalah kriteria *managerial philosophy & techniques*, sedangkan kriteria *marketing advantage* di prioritas ketujuh dengan dan di prioritas terakhir adalah *symmetry of key factors*. Dan alternatif jenis hubungan kerjasama tipe II (*long-term relationship*) mendapatkan prioritas pertama dengan bobot penilaian 0,424.

Kata Kunci: *Analytic Hierarchy Process (AHP)*, *third party logistic*, kriteria, prioritas, bobot, alternatif

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RELATIONSHIP SELECTION BETWEEN COMPANY AND THIRD PARTY LOGISTIC USING ANALYTIC HIERARCHY PROCESS

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ABSTRACT

Relationship selection between company and third party logistic using analytic hierarchy process aims to examine the priority of criteria and alternatives in type of relationship selection between company and third party logistic. Population in this research is all company as user of third party logistic. Sampling method that used in this research is purposive sampling because in AHP method requires dependency at a group of expert as related to decision making. Data collecting is done by interview and literature review in order to get criteria and alternatives which then tested by validation and reliability test. Paired comparative questionnaire is used to define the level of importance between each criteria and alternatives. For measuring the variable, it uses scale between 1-9 to compare the importance of each criteria and alternatives. This research is using Analytic Hierarchy Process method with Expert Choice2000™ software helping.

The result of this research shows that the most influence criteria in choosing type of relationship between company and third party logistic are profit stability/growth which is in the first priority with score 0,205 , then mutuality of commitment as second priority, asset/cost efficiency in third priority, corporate compatibility as fourth priority, customer service as fifth priority, the sixth priority is managerial philosophy & techniques, then marketing advantage as seventh priority and the last is symmetry of key factors. Then the first priority of alternative in choosing type of relationship is type II (long-term relationship) which has score about 0.424.

Keywords: Analytic Hierarchy Process (AHP), third party logistic, criteria, priority, score, alternatives